

Walk, Roger A.

Mark.

**From:** Katzenmeyer, Thomas A.  
**Sent:** Friday, January 31, 2003 5:48 PM  
**To:** Walk, Roger A.  
**Cc:** Angel, Jan A; Griffin, William T.; Garguilo, Thomas M.; Rahardja, Francisca  
**Subject:** RE: Action required: Departmental input for PMUSA JLI Communication Plan

Roger:

Per our conversation yesterday, I've added into your original e-mail the inputs/answers for Marketing. In addition, to answer questions 6 & 7 in particular, attached is a file reflecting the key Marketing Milestones along with a brief explanation of the purpose of each. One note...as you know we're still in discussions about how to handle the Richmond market. The decision from Senior Management will likely result in some steps that we'll want to add to our milestones (anticipating that certain announcements will have very specific timing). We expect to have further direction on this issue next week following a meeting with Dave Beran. We'll keep you posted.

Thanks and please call with any questions -

Tom K.



Marketing  
Milestones for Exter..

- Should we contact Sales?<sup>2</sup>  
- CA will be late → can't meet  
week

-----Original Message-----

**From:** Walk, Roger A.  
**Sent:** Wednesday, January 29, 2003 4:51 PM  
**To:** McCormick, Brendan J.; Mitola, Michele; Gross, Deane; Golisch, Jennifer L; Turner, Henry; Katzenmeyer, Thomas A.; Garguilo, Thomas M.; Desel, Paula; Griffin, William T.; Lau, Raymond W.  
**Subject:** Action required: Departmental input for PMUSA JLI Communication Plan

Dear colleagues,

After sending out my email dated Jan. 27, 2003, to invite you to this important coordination effort, we had several discussions and email exchanges with some of you indicating that we agree basically on the process that was proposed to put together the coordinated external communication Master Plan for ACCORD JLI and present it to the Senior Team.

At the NPC this Monday several important decisions were made re: the launch and its timing. We now need to define the milestones for the key communication pieces and fit them into the timeframe that has been defined in that meeting. Two important 'cornerstones' for the external communication are the 'Sell-in milestone' planned for **May 26, 2003** and the 'Start to sell to consumer milestone' planned for **June 30, 2003**.

Note: See attached milestones for update.

In order to achieve the first step of the plan coordination, you are asked to provide the following input/information about your departments ACCORD-JLI EXTERNAL COMMUNICATION plan:

- (1) Who are the <sup>age?</sup> external audiences/stakeholders your department has primary communication accountability for? Adult Smokers and Trade - Wholesalers/Retailers. (Trade is a shared responsibility with Sales.)
- (2) Who are the external audiences/stakeholders for which your department supports communication activities, but other departments have a primary accountability for?  
Marketing will provide adult smoker communications for reference to other departments as necessary to communicate with their external stakeholders (e.g., we'll provide the examples that Legal would potentially show to the FTC.).  
*print ads, kt brochures, ...?*
- (3) What is/are the communication objective(s) for your department (re: Accord-JLI)?  
- Create awareness among adult smokers of the Accord Brand and its key attributes: Less Smoke Around You, No Lingering Odor, No Ashes and Reduces Certain Harmful Smoke Compounds You Inhale.

*Trade objectives?*

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- Ensure that message is not false or misleading per IOM principles (using 3rd Party Validation)

- (4) What are the key 'media' or activities you plan to use for communicating to your audiences/stakeholders?  
Assuming 3rd Party Validation of the claim as communicated on each vehicle:
  - Brochure inside kit
  - "Ask-for-One" brochure available in retail stores where Accord is sold
  - Advertising *print, even?*
  - Direct Mail
  - Adult smoker website (Non-marketing message that communicates claim explanation and has additional charts for other comparison products - at this time Marlboro Lights only).
- (5) What are the key input materials you need from other departments in order to execute your communication plan?
  - Confirmation of reduced exposure from WSA/SAB
  - Additional data from WSA as available (Marlboro Ultra Lights comparison)
  - Approval of substantiation file from Legal (key deliverable remaining is SDS from WSA)
  - Prototype adult smoker website from Corp Affairs to then review with Legal (already in development)
  - Final timing/logistics for 3rd Party Validation study from MIP (in development) *Mark, Info and Planning*
- (6) What are the key milestones you would like to see displayed on the Master Plan timeline?  
See attached
- (7) What is your current understanding of the dates for those key milestones?  
See attached

Please make sure that the key milestones represent communication milestones and are explained sufficiently for everyone to be able to see the elements of communication activities they represent. As an example: A milestone 'Sell-In Meeting' may be understood by the Marketing folks to mean several communication activities which are not obvious to RD&E folks who understand that there is a Sales meeting where our sales force hears about the product and the claims. Please don't use jargon that is not known to all involved.

As always feel free to provide additional information you feel relevant for putting this master communication plan together.

Michele, Deane, Brendan, and Jennifer: could you coordinate your input for Corporate Affairs as a Department? Tom G. and Tom K. could you do this for Marketing as well?

I would appreciate it, if you could share this information with me by Monday, Feb. 3, 2003 EOB. Please let me know ASAP if you cannot meet this deadline. I will set up a conference call for the team to discuss the result of our 'collection' by the end of next week.

Please call me if you have any comments/suggestions to get this done in the best possible way.

PS. Dean, I am aware of your suggestion to extend the Master Communication Plan to include internal communication also. If you want to contribute the respective information for this as well, that would be great. At this time we do not have the mandate to develop a plan that includes that set of stakeholders, but we can attach it if we wish.

Best regards,  
Roger